

Subject: 1ST EVER PARKLET IN HMD

From: Steven Whiddon

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CC: Mehmet Berker <mehmetikberker@gmail.com>, Kan Mattoo <kmattoo@hollywoodfringe.org>

Dear HMD Board of Directors:

We partnered with the Fringe Festival to create a "parklet" in the Hollywood Media District BID boundaries. We wanted to take advantage of all the "feet on the street" during the Fringe Festival, 50,000 people and 100,000 feet on the street! We installed the low-cost, high impact parklet on closing weekend and it was a HUGE success. The HMD's contribution totaled \$195.00. We were able to do it with little money and in short order. However, next year I would like to do more. These types of events and initiatives truly create a positive buzz, they help re-brand the area and bring new life and retail customers into our BID area.

I would like to thank my friend, Mehmet Berker who helped me with the submission, permitting and installation. I would like to thank JL Singer and Hollywood Center Studios for donating planters and furniture. I would also like to thank Kan Mattoo and Fringe volunteers for their decorating and making the HMD/Fringe parklet an inviting place to hang out. Lastly, we want to thank Mayor Garcetti's and the Great Streets team (Nat Gale) and Councilmember O'Farrell and Dan Halden for their letter of support.

Please enjoy the little segment, which includes the parklet. Feel free to post and distribute.....would be great to have a PR firm to do this for us going forward.

<https://www.youtube.com/watch?feature=youtu.be&v=njoC-a3icxM&app=desktop>

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PS - we will make sure that Mr. Ben Hill gets our entire name right the next video. :-)

Add